

City of Glendale Preferential Parking Program



History and Purpose

- Preferential parking was established 33 years ago in 1980 to discourage non-residents from parking in residential neighborhoods.
- A permit fee of \$6.00 per permit/per year, was established to cover the cost of the permit. Guest permits were free of charge.



Existing Preferential Parking Districts

- The Glendale Community College District was established in 1993. (40 streets)
- South Brand Preferential Parking District was established in 2013. (6 streets)
- Residential Preferential Parking Districts. (88 streets)
- Currently, the City issues 8,246 permits per year: 5,361 guest and 2,885 residential permits.

2012 Preferential Parking Finances

- Permit Program Revenue=\$13,320
 - 2,220 residential permits X \$6.00
- Permit Program Expenses=\$118,523
 - Staffing (Customer Service Representative, Administrative Assistant, Assistant Parking Manager, Parking Manager)=\$68,000
 - Maintenance (Street Maintenance Supervisor, Street Maintenance worker, sign installation/replacement, maintenance program)=\$40,000
 - Contract costs (postage, supplies, processing permits, letters, processing contract)=\$10,523
- Permit Program Deficit= \$105,203

2013 Preferential Parking Finances

- Permit Program Revenue=\$17,310
 - 2,885 residential permits X \$6.00
- Permit Program Expenses=\$121,700
 - Staffing (Customer Service Representative, Administrative Assistant, Assistant Parking Manager, Parking Manager),=\$68,000
 - Maintenance (Street Maintenance Supervisor, Street Maintenance worker, sign installation/replacement, maintenance program)=\$40,000
 - Contract costs (postage, supplies, processing permits, letters, processing contract)=\$13,700
- Permit Program Deficit= \$104,390

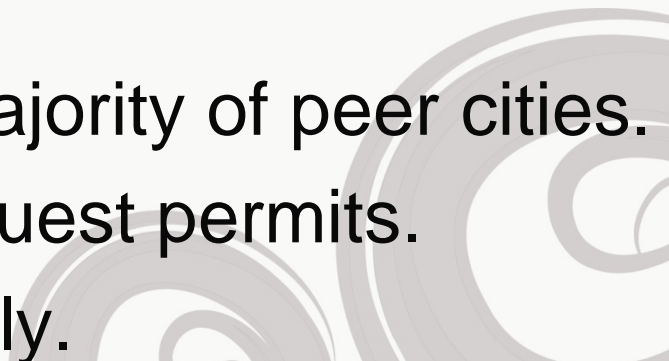
Preferential Parking Finances

- 2012 deficit= **\$105,203 Net Loss**
- 2013 deficit= **\$104,390 Net Loss**

Where Do We Go From Here?



Why The Increase?

- Fees have not been increased since 1980. The \$6.00 fee does not cover the costs to administer the program today.
 - Consistent with independent consultant recommendations in the Mobility Study adopted by City Council in 2007.
 - Permit prices are intended to provide a cost neutral program.
 - Fees remain lower than a majority of peer cities.
 - Will eliminate the abuse of guest permits.
 - Spread program costs equally.
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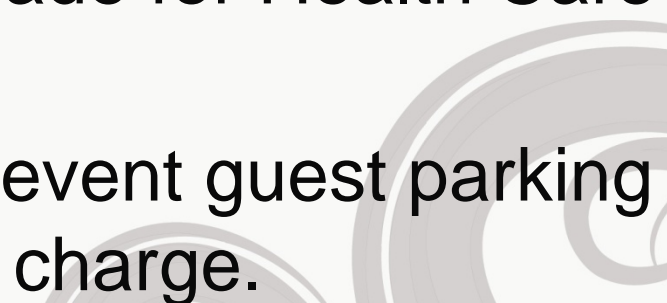
Other City Preferential Parking Fees

- Sierra Madre - \$84.00, per permit
- Pasadena - \$69.40, per permit
- Santa Monica
 - Vehicle permit- 1st permit- \$20, 2nd permit-\$25, 3rd permit-\$40, 4th permit-\$60
 - Guest permit- \$30 each, maximum of two
- West Hollywood
 - Vehicle permit- \$22 for one(1), \$52 for two(2), \$104 for three(3), \$179 for four(4).
 - Guest permits- \$33 each, maximum of two
- Beverly Hills - \$35.00, per permit
- Burbank- \$10.00, per permit



2014 Preferential Parking Permit Fees

Permit fees for 2014 will be:

- \$25.00 per vehicle permit, per year.
 - Unlimited number of vehicle permits. Vehicle registration must match residents address.
 - \$25.00 per guest permit, per year.
 - Only two guest permits per household.
 - Accommodations shall be made for Health Care Providers.
 - One-Day temporary special event guest parking permits are available free of charge.
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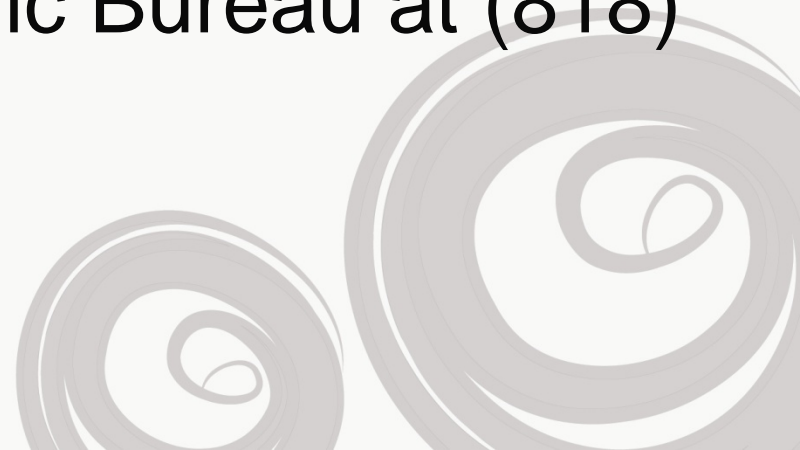
How to Reduce Cost of Permit

- Residents may utilize on-site parking to reduce the number of vehicle permits.
- Reduce the number of guest permits purchased each year.
- Petition for the removal of preferential parking.



Enforcement

- Schools
- Street Sweeping
- Parking Meters
- Limited Resources
- To report a parking violation, please call the Glendale Police Traffic Bureau at (818) 548-4840.



Next Steps

- Renewal notices will be sent out toward the end of November.
- Program will be evaluated annually with a goal of operating a cost-neutral program.
- Any rate recommendations will be made to the City Council as part of the citywide budget process.



Questions and Answers

